



# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**282<sup>nd</sup> BSB - Hohenfels  
Germany**

# BRIEFING OUTLINE

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## □ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## □ **SURVEY RESULTS**

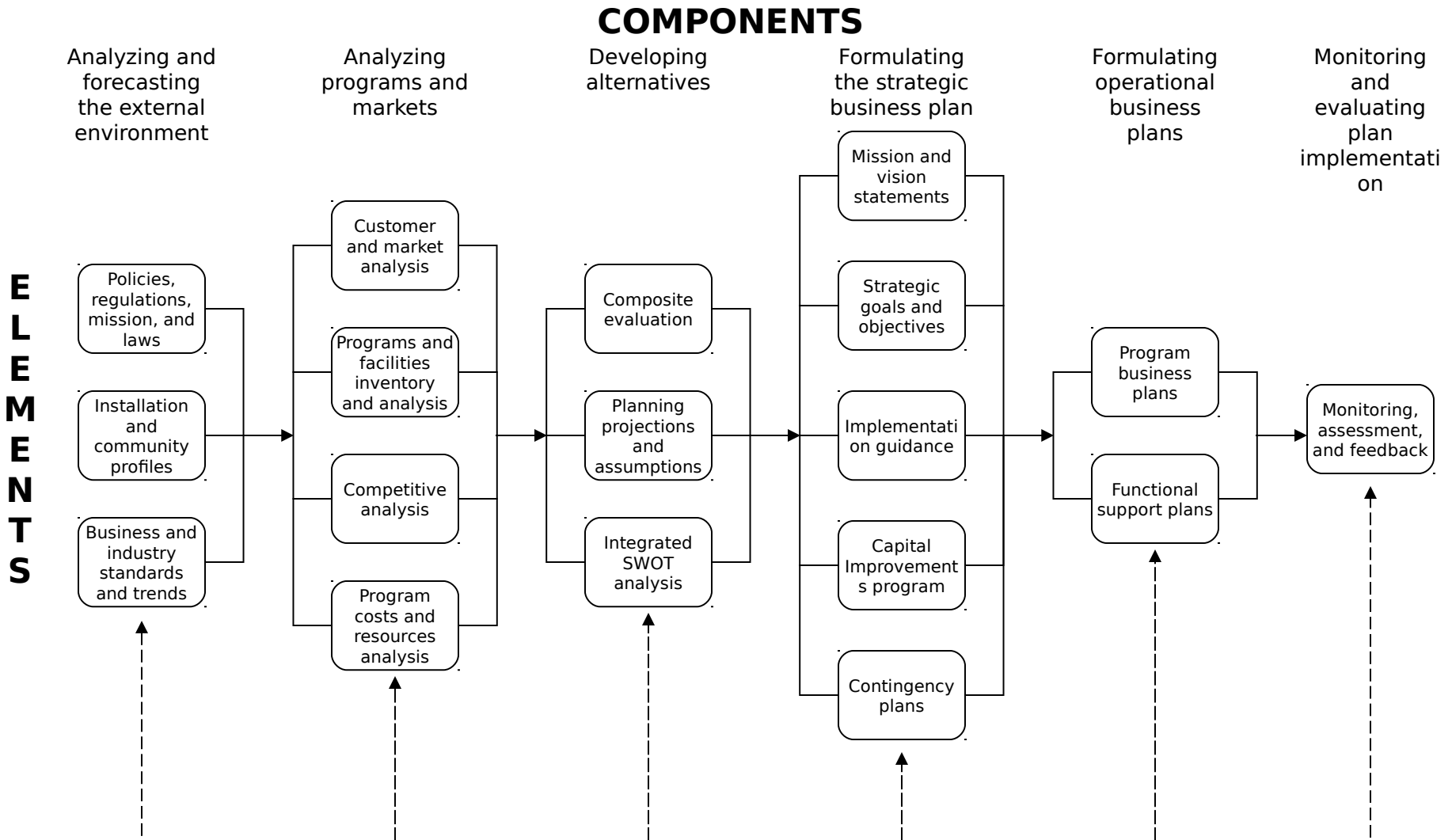
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ **NEXT STEPS**

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL



# METHODOLOGY

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## ▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 1,498 surveys were distributed at 282<sup>nd</sup> BSB - Hohenfels



## ▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

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### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
282 <sup>nd</sup> BSB - Hohenfels:					
Active Duty	1,532	940	204	21.70%	±6.39%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	1,633	558	42	7.53%	±14.93%
Retirees	N/A	N/A	N/A	N/A	N/A
<b>Total</b>	<b>3,165</b>	<b>1,498</b>	<b>246</b>	<b>16.42%</b>	<b>±6.00%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

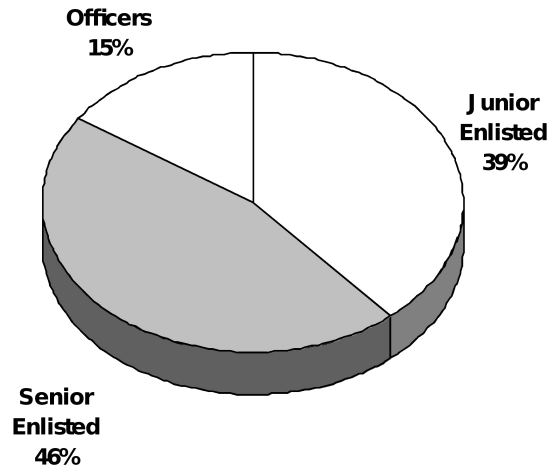
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

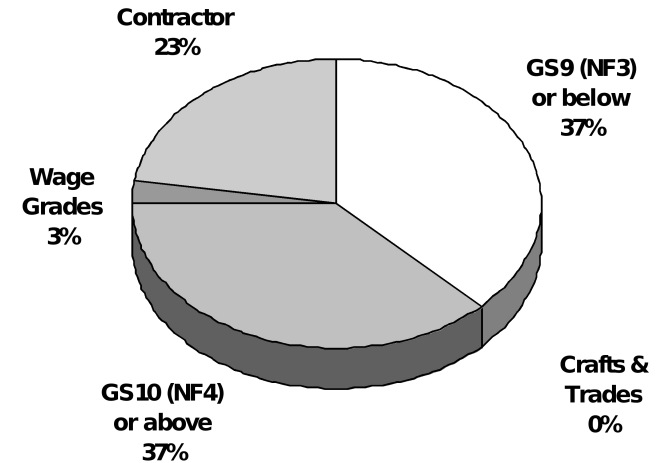
### ACTIVE DUTY

(n = 194)



### CIVILIANS

(n = 40)



\* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

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## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT 282<sup>nd</sup> BSB - HOHENFELS

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## **MOST FREQUENTLY USED FACILITIES**

Library	73%
Car Wash	69%
Fitness Center/Gymnasium	62%
Bowling Food & Beverage	54%
Bowling Center	54%

## **LEAST FREQUENTLY USED FACILITIES**

Youth Center	6%
BOSS	7%
School Age Services	9%
Child Development Center	9%
ITR - Commercial Travel Agency	11%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT 282<sup>nd</sup> BSB - HOHENFELS\*

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## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Library	4.30
Youth Center	4.29
Fitness Center/Gymnasium	4.14
BOSS	4.12
School Age Services	4.02

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Car Wash	3.39
Outdoor Recreation Center	3.67
Recreation/Community Activity Ctr.	3.70
Bowling Food & Beverage	3.72
Athletic Fields	3.78

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT 282<sup>nd</sup> BSB - HOHENFELS\*

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## FACILITIES WITH HIGHEST QUALITY RATINGS\*

BOSS	4.27
Youth Center	4.25
Library	4.25
Bowling Center	3.91
School Age Services	3.90

## FACILITIES WITH LOWEST QUALITY RATINGS\*

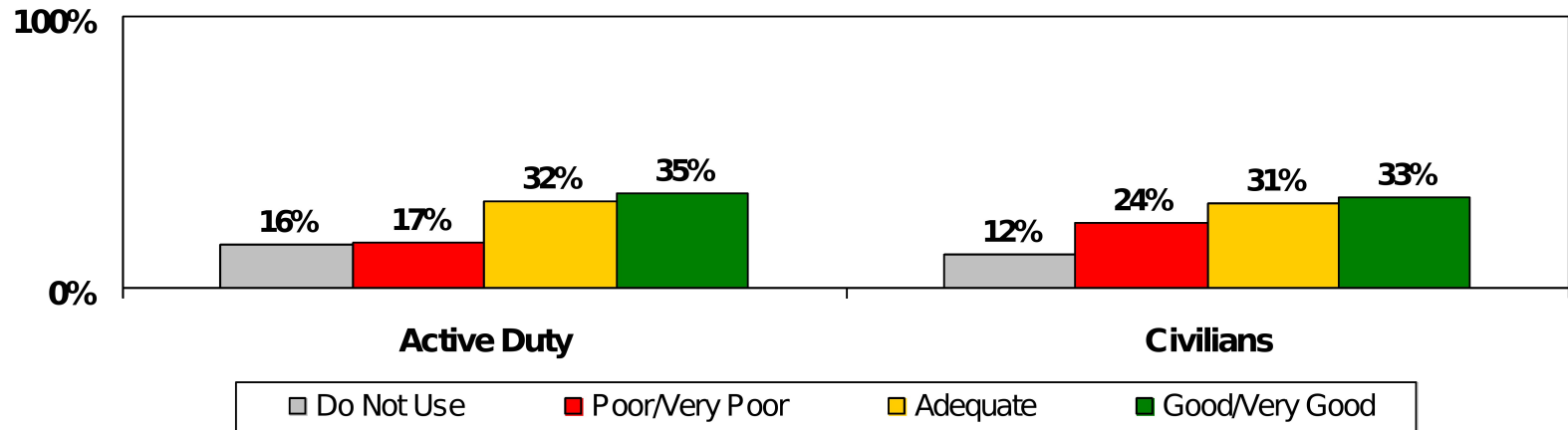
Car Wash	3.28
Outdoor Recreation Center	3.51
Athletic Fields	3.57
Automotive Skills	3.64
Bowling Food & Beverage	3.66

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

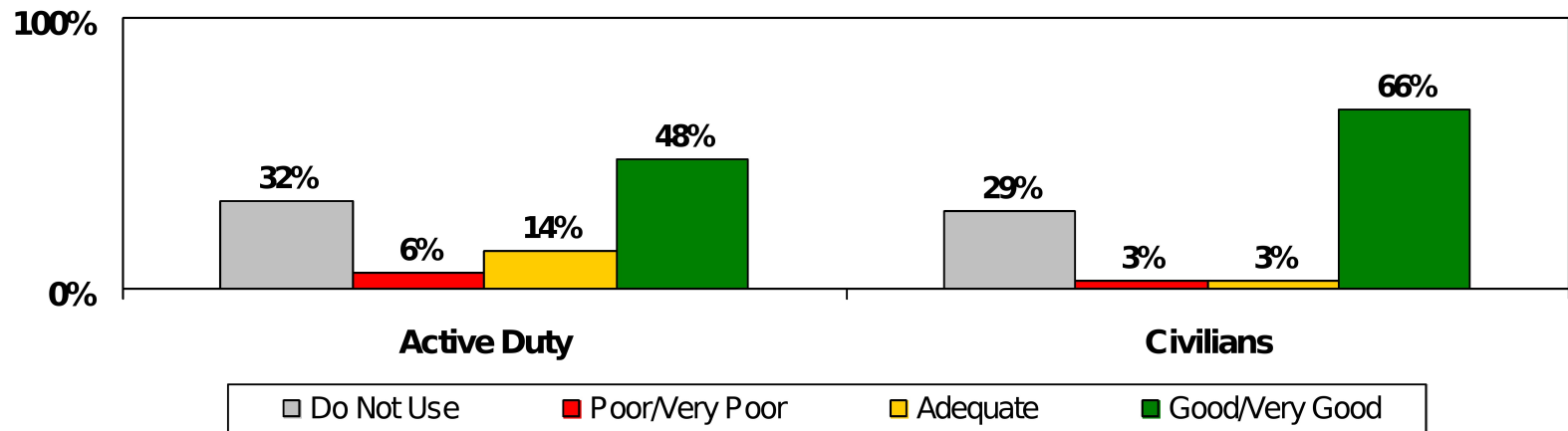
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



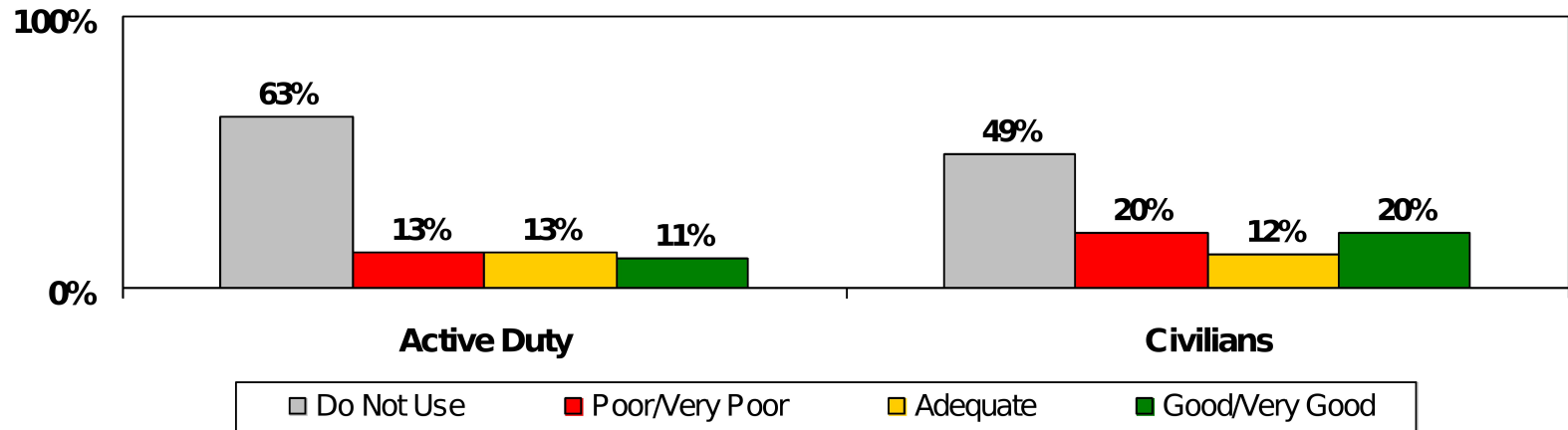
## Quality of Off-Post Services



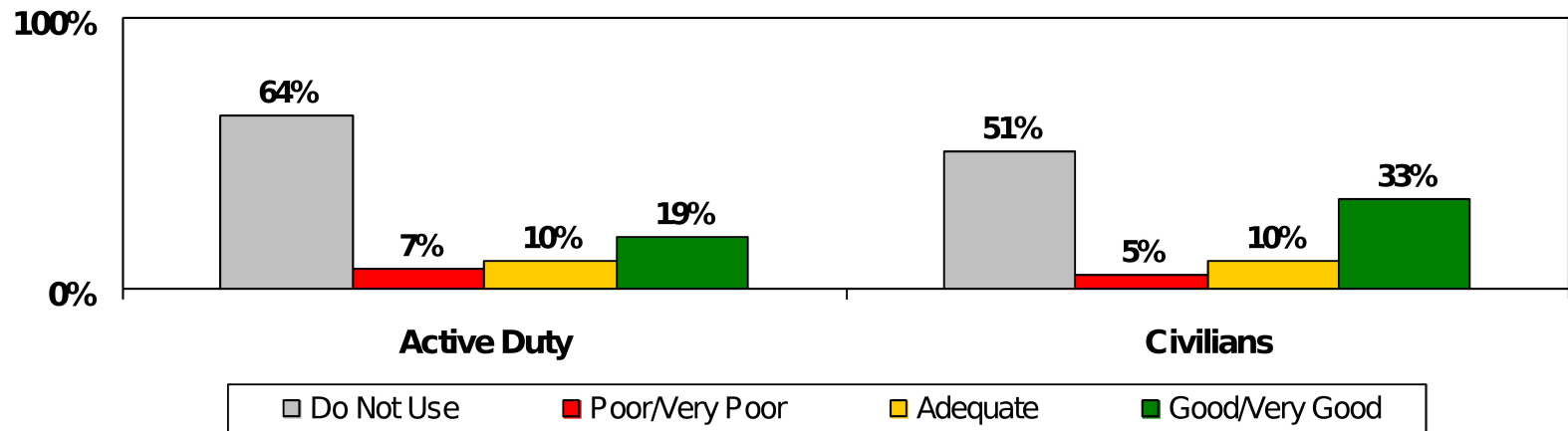
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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## Quality of On-Post Services



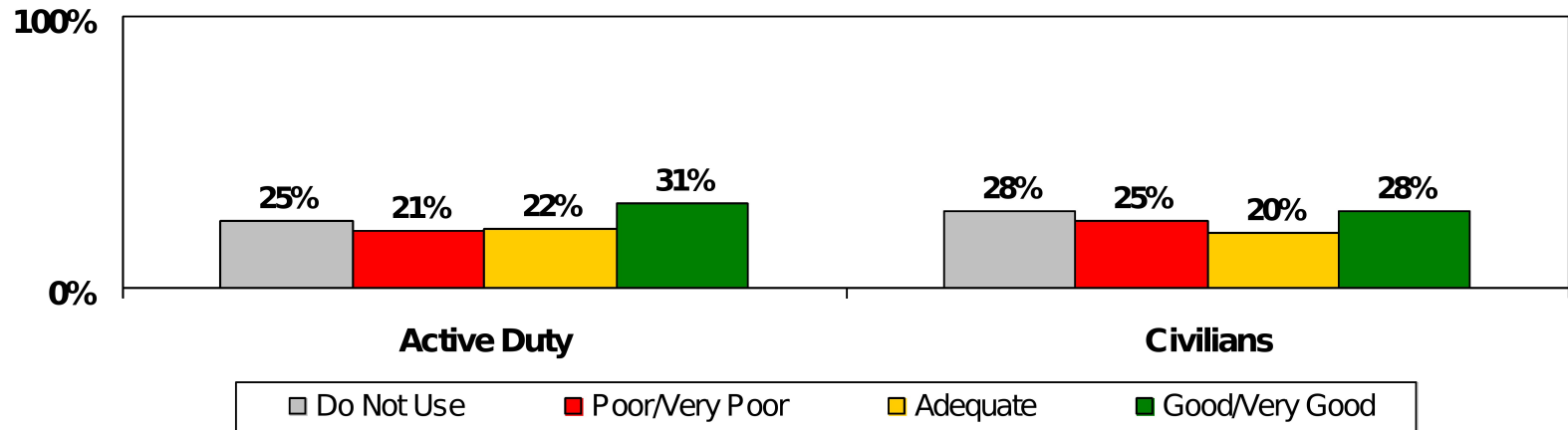
## Quality of Off-Post Services



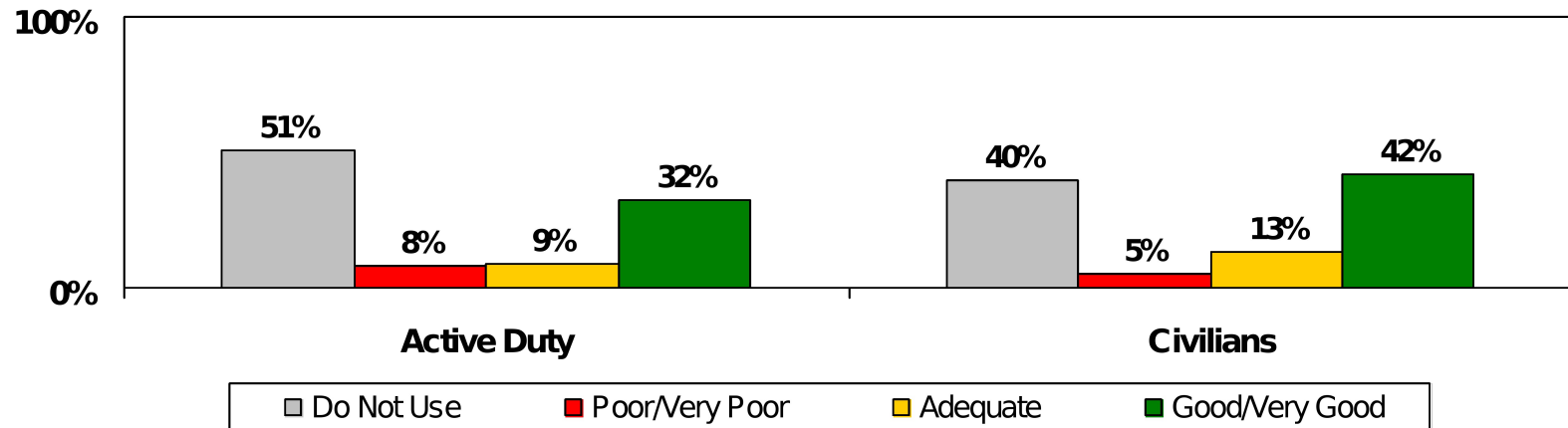
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

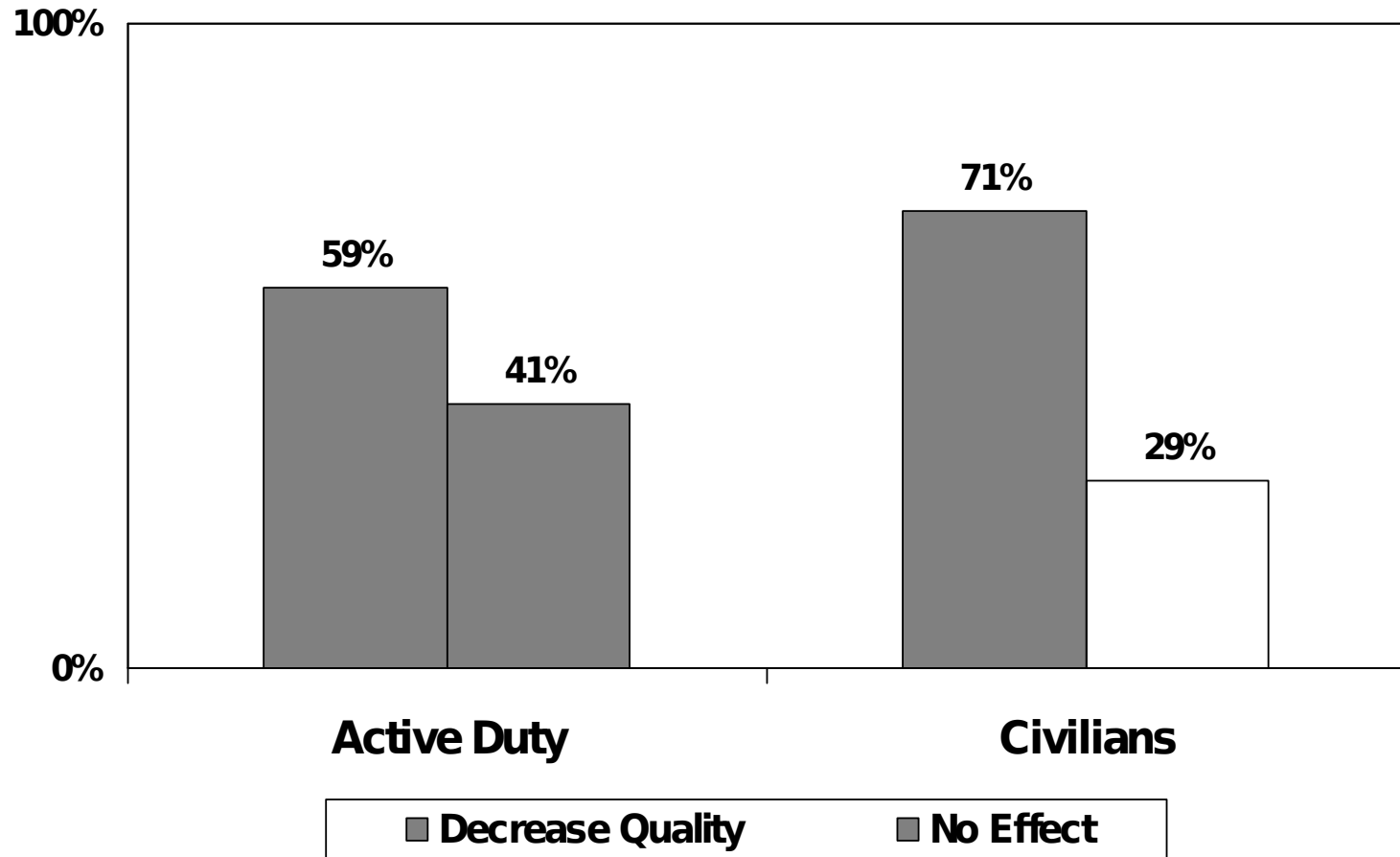


## Quality of Off-Post Services



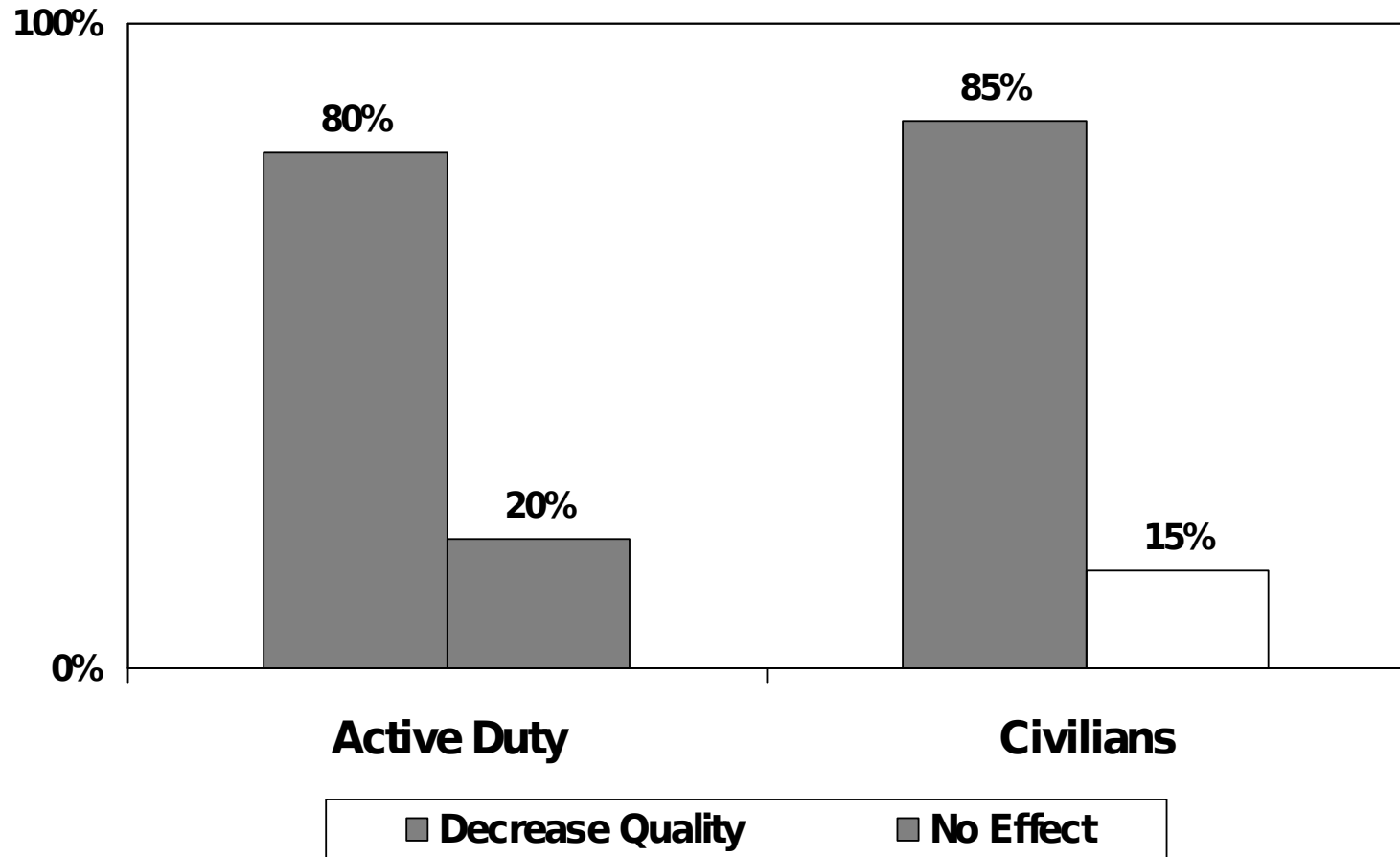
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Library	77%
Fitness Center/Gymnasium	77%
Army Lodging	60%
Automotive Skills	50%
Car Wash	44%
Child Development Center	43%
Bowling Center	42%

RV Park	78%
Golf Course Pro Shop	65%
Golf Course Food & Beverage	59%
Golf Course	58%
Cabins & Campgrounds	56%
Bowling Pro Shop	48%
Marina	45%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	12%	24%	18%
E-mail	<b>30%</b>	<b>62%</b>	<b>47%</b>
Friends and neighbors	<b>36%</b>	48%	42%
Family Readiness Groups (FRGs)	11%	10%	10%
Bulletin boards on post	<b>37%</b>	57%	<b>47%</b>
Post newspaper	23%	48%	36%
MWR publications	25%	<b>60%</b>	43%
Radio	17%	43%	30%
Television	20%	19%	20%
My child(ren) let(s) me know	4%	5%	4%
Other unit members or co-workers	25%	45%	36%
Unit or post commander or supervisor	15%	24%	19%
Marquees/billboards	18%	45%	32%
Flyers	22%	<b>64%</b>	<b>44%</b>
Other	9%	10%	9%
I never hear anything	14%	2%	8%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	84%
Better Opportunities for Single Soldiers	51%
Army Community Service	52%
MWR Programs and Services	69%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	62%	76%	24%
Outreach programs	55%	56%	44%
Family Readiness Groups	73%	69%	31%
Relocation Readiness Program	70%	75%	25%
Family Advocacy Program	75%	64%	36%
Crisis intervention	60%	54%	46%
Money management classes, budgeting assistance	77%	78%	22%
Financial counseling, including tax assistance	73%	78%	22%
Consumer information	51%	64%	36%
Employment Readiness Program	60%	67%	33%
Foster child care	44%	71%	29%
Exceptional Family Member Program	70%	61%	39%
Army Family Team Building	70%	56%	44%
Army Family Action Plan	62%	62%	38%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	44%
Personal job performance/readiness	46%
Unit cohesion and teamwork	45%
Unit readiness	50%
Relationship with my spouse	47%
Relationship with my children	46%
My family's adjustment to Army life	48%
Family preparedness for deployments	52%
Ability to manage my finances	46%
Feeling that I am part of the military community	49%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	85%
Helps minimize lost duty/work time due to lack of child care/youth services	86%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	59%
Allows me to work outside my home	82%
Allows me to work at home	79%
Offers me an employment opportunity within the CYS program	81%
Allows me/my spouse to better concentrate on my/our job(s)	80%
Provides positive growth and development opportunities for my children	87%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

## POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	51%
Personal job performance/readiness	46%
Unit cohesion and teamwork	55%
Unit readiness	46%
Ability to manage my finances	47%
Feeling that I am part of the military community	47%
Relationship with my children (single parents)	41%
My family's adjustment to Army life (single parents)	47%
Family preparedness for deployments (single parents)	46%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	63%
Internet access/applications (home)	54%
Entertaining guests at home	51%
Reading	46%
Internet access (library)	44%
Multi-media (videos, DVDs, CDs)	43%
Going to movie theaters	42%
Automotive maintenance & repair	37%
Festivals/events	35%
Reference/research services	34%

## Top 5 for Active Duty

Watching TV, videotapes, and DVDs	54%
Internet access (library)	45%
Internet access/applications (home)	40%
Reading	40%
Going to movie theaters	37%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	80%
Entertaining guests at home	69%
Internet access/applications (home)	68%
Reading	53%
Gardening	50%



# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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## Team Sports

Softball	17%
Basketball	15%
Touch/flag football	14%
Self-directed sports tournaments	10%
Volleyball	8%

## Outdoor Recreation

Bicycle riding/mountain biking	22%
Snow skiing/snowboarding	20%
Camping/hiking/backpacking	17%
Going to beaches/lakes	14%
Picnicking	12%

## Social

Entertaining guests at home	51%
Night clubs/lounges	33%
Special family events	28%
Dancing	25%
Specially arranged shopping trips	25%

## Sports and Fitness

Running/jogging	31%
Bowling	31%
Cardiovascular equipment	28%
Walking	28%
Weight/strength training	26%

## Entertainment

Watching TV, videotapes, and DVDs	63%
Going to movie theaters	42%
Festivals/events	35%
Live entertainment	18%
Attending sports events	15%

## Special Interests

Internet access/applications (home)	54%
Automotive maintenance & repair	37%
Gardening	31%
Automotive detailing/washing	31%
Digital photography	27%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	46%	N/A	46%
Internet access (library)	44%	N/A	44%
Multi-media (videos, DVDs, CDs)	43%	N/A	43%
Going to movie theaters	40%	2%	42%
Reference/research services	34%	N/A	34%
Study/self development	30%	N/A	30%
Bowling	30%	1%	31%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

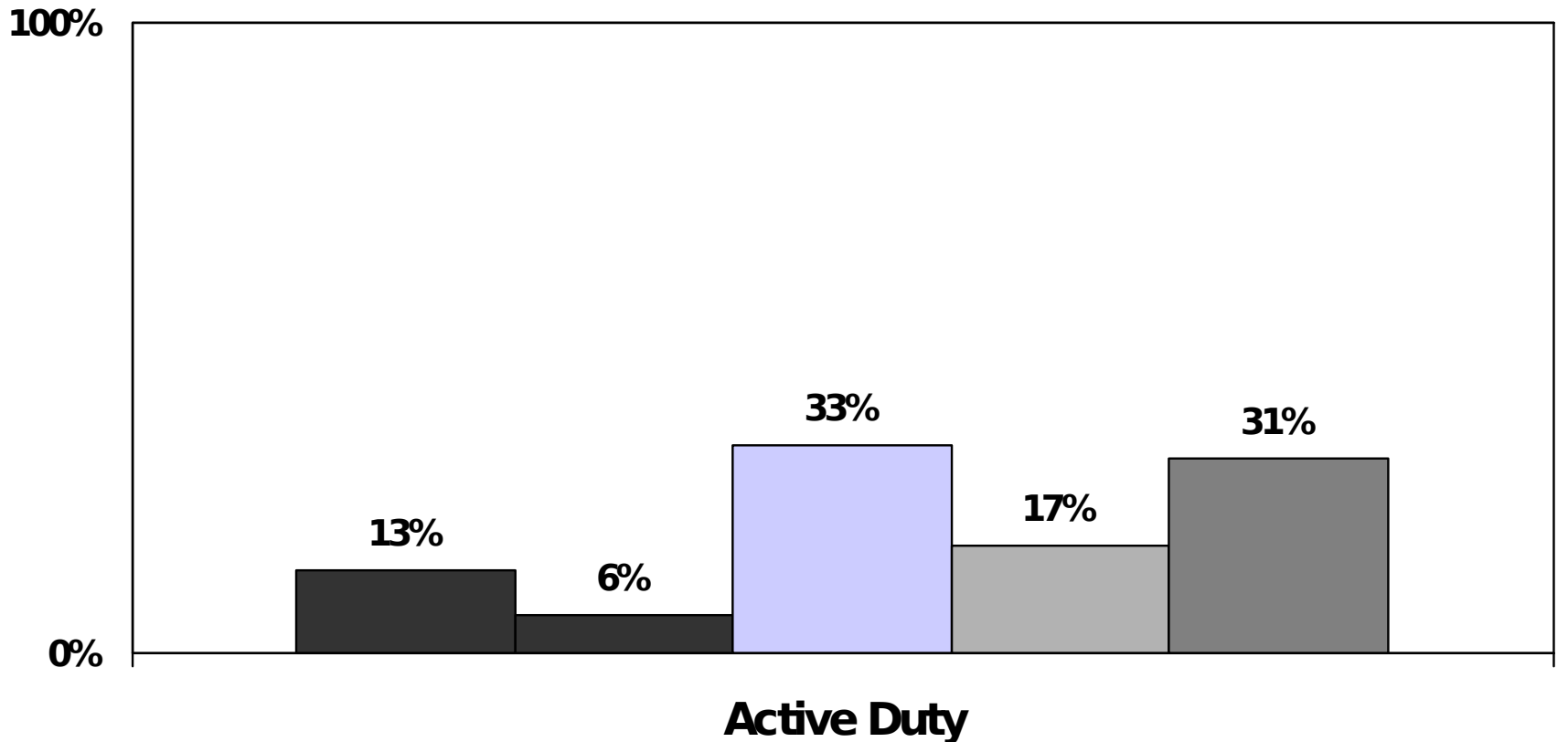
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	13%	3%	38%	54%
Automotive maintenance & repair	22%	7%	8%	37%
Gardening	1%	2%	29%	31%
Automotive detailing/washing	21%	5%	5%	31%
Digital photography	4%	6%	17%	27%
Computer games	2%	2%	20%	25%
Trips/touring	3%	21%	0%	23%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

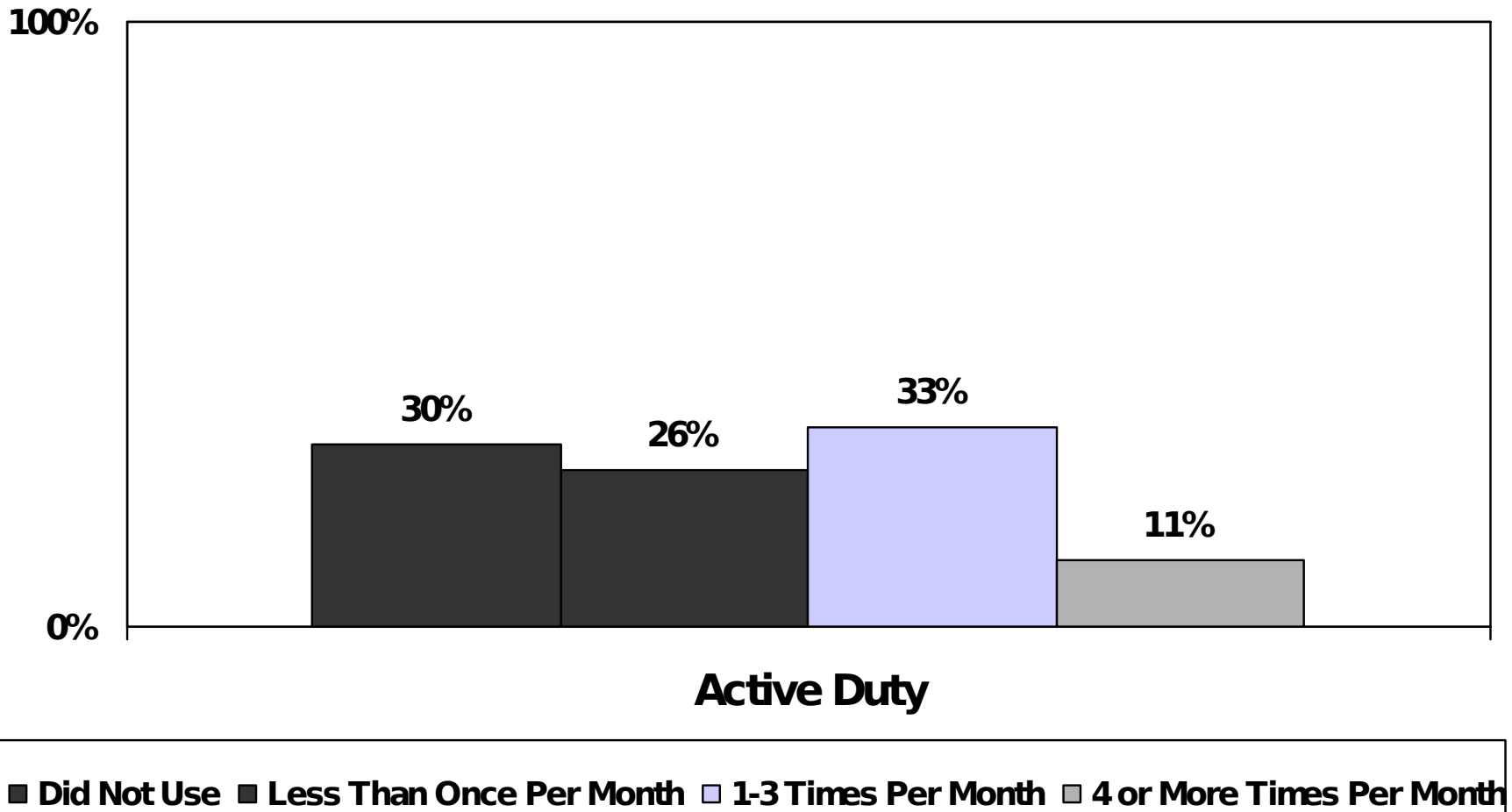
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■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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# CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	13%
Probably will not make military a career	8%
Undecided	28%
Probably will make military a career	15%
Definitely will make military a career	36%

# NEXT STEPS

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## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)